

**Supplemental Statement**

**Pursuant to the Foreign Agents Registration Act of  
1938, as amended**

For Six Month Period Ending 07/31/11

(Insert date)

**I - REGISTRANT**

1. (a) Name of Registrant

(b) Registration No.

JAMAICA TOURIST BOARD

2360

(c) Business Address(es) of Registrant

5201 BLUE LAGOON DR.  
SUITE 670  
MIAMI, FL 33126

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

|                           |                              |                             |
|---------------------------|------------------------------|-----------------------------|
| (1) Residence address(es) | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship           | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation            | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

(b) If an organization:

|                          |                              |  |
|--------------------------|------------------------------|--|
| (1) Name                 | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices       | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

NSD/CES/REGISTRATION  
UNIT  
2011 DEC 13 AM 10:55

**IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).**

3. If you have previously filed Exhibit C<sup>1</sup>, state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐ No ☐

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

<sup>1</sup> The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

| Name | Position | Date Connection Ended |
|------|----------|-----------------------|
|------|----------|-----------------------|

(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

| Name | Residence Address | Citizenship | Position | Date Assumed |
|------|-------------------|-------------|----------|--------------|
|------|-------------------|-------------|----------|--------------|

---

5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐ No ☒

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

| Name | Residence Address | Citizenship | Position | Date Assumed |
|------|-------------------|-------------|----------|--------------|
|------|-------------------|-------------|----------|--------------|

(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

| Name | Position or Connection | Date Terminated |
|------|------------------------|-----------------|
|------|------------------------|-----------------|

(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

| Name | Position or Connection | Foreign Principal | Date Terminated |
|------|------------------------|-------------------|-----------------|
|------|------------------------|-------------------|-----------------|

---

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes ☐ No ☐

If no, list names of persons who have not filed the required statement.

N/A

**II - FOREIGN PRINCIPAL**

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☐ No ☒  
If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)<sup>2</sup> during this 6 month reporting period? Yes ☐ No ☒  
If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)<sup>2</sup> whom you continued to represent during the 6 month reporting period.

N/A

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A<sup>3</sup> Yes ☐ No ☐Exhibit B<sup>4</sup> Yes ☐ No ☐

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☐

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

<sup>2</sup> The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

<sup>3</sup> The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157) sets forth the information required to be disclosed concerning each foreign principal.

<sup>4</sup> The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

### III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail your activities and services:

Jamaica Tourist Board conducted sales calls on travel agents, tour operators and incentive houses. The Board also visited airlines and group planners to encourage and educate their employees on travel to Jamaica. Educating these groups will ensure a better understanding of the destination product, thereby assisting the agent or planner in closing a sale for a client's vacation or group incentive meeting in Jamaica. Destination training was also conducted in-house to reservation agents at various tour operator offices.

The Board participated in trade and consumer shows during this 6-month period and travel agents were hosted at seminars and blitzes throughout the United States to update them on the product. Agents were also hosted on familiarization (Fam) trips to Jamaica to educate them on the hotels and attractions being marketed to visitors in the resort areas of Montego Bay, Ocho Rios, Negril, Port Antonio, Kingston and the South Coast.

Jamaica brochures, DVD's and/or videos were distributed at all events listed on the CALENDAR OF ACTIVITIES attached.

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>5</sup> as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes ☐ No ☒

If yes, describe fully.

<sup>5</sup> The term "political activity" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

## IV - FINANCIAL INFORMATION

14. (a) **RECEIPTS-MONIES**

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.<sup>6</sup>

| Date                          | From Whom           | Purpose                    | Amount |
|-------------------------------|---------------------|----------------------------|--------|
| FEBRUARY 1 -<br>JULY 31, 2011 | PLEASE SEE ATTACHED | GENERAL OPERATING EXPENSES |        |

\$818,141.00

Total

(b) **RECEIPTS - FUNDRAISING CAMPAIGN**

During this 6 month reporting period, have you received, as part of a fundraising campaign<sup>7</sup>, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date \_\_\_\_\_

(c) **RECEIPTS-THINGS OF VALUE**

During this 6 month reporting period, have you received any thing of value<sup>9</sup> other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

| Foreign Principal | Date Received | Thing of Value | Purpose |
|-------------------|---------------|----------------|---------|
|-------------------|---------------|----------------|---------|

<sup>6, 7</sup> A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

<sup>8</sup> An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

<sup>9</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

**15. (a) DISBURSEMENTS-MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

(2) transmitted monies to any such foreign principal? Yes ☐ No ☐

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

| Date | To Whom | Purpose | Amount |
|------|---------|---------|--------|
|------|---------|---------|--------|

FEBRUARY 1 -  
JULY 31, 2011

\$815,764.00

Total

**(b) DISBURSEMENTS-THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value<sup>10</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐No ☒

If yes, furnish the following information:

| Date | Recipient | Foreign Principal | Thing of Value | Purpose |
|------|-----------|-------------------|----------------|---------|
|------|-----------|-------------------|----------------|---------|

**(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value<sup>11</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐No ☒

If yes, furnish the following information:

| Date | Amount or Thing of Value | Political Organization or Candidate | Location of Event |
|------|--------------------------|-------------------------------------|-------------------|
|------|--------------------------|-------------------------------------|-------------------|

10, 11 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

## V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?<sup>12</sup>

Yes ☒ No ☐

If Yes, go to Item 17.

(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?

Yes ☐ No ☐

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

JAMAICA TOURIST BOARD

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☐ No ☒

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- ☐ Radio or TV broadcasts ☒ Magazine or newspaper ☐ Motion picture films ☐ Letters or telegrams  
☒ Advertising campaigns ☒ Press releases ☒ Pamphlets or other publications ☒ Lectures or speeches  
☐ Other (specify) \_\_\_\_\_

**Electronic Communications**

☒ Email

☒ Website URL(s): www.visitjamaica.com

☐ Social media websites URL(s): \_\_\_\_\_

☐ Other (specify) \_\_\_\_\_

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- ☐ Public officials ☐ Newspapers ☐ Libraries  
☐ Legislators ☐ Editors ☐ Educational institutions  
☐ Government agencies ☐ Civic groups or associations ☐ Nationality groups  
☒ Other (specify) TRAVEL TRADE & CONSUMERS

21. What language was used in the informational materials:

☒ English

☒ Other (specify) SPANISH & FRENCH

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☒

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes ☐ No ☒

<sup>12</sup> The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.



---

**VI - EXECUTION**

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature<sup>13</sup>)

---

---

12/8/11

---

---

DONALD DAWSON

---



---

---

<sup>13</sup> This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

# JAMAICA

## ATTACHMENT 14 (a)

### RECEIPTS – MONIES: JTB Miami, FL

*(6-month period ending JULY 2011)*

| <u>DATE</u>   | <u>FROM WHOM</u>  | <u>PURPOSE</u>             | <u>AMOUNT (US\$)</u> |
|---------------|---|----------------------------|----------------------|
|               | <b>Jamaica Tourist Board</b><br>64 Knutsford Boulevard<br>Kingston 5<br>Jamaica, W.I. |                            |                      |
| FEBRUARY 2011 |   | General Operating Expenses | 123,494              |
| MARCH 2011    |   | “ “ “                      | 220,791              |
| APRIL 2011    |   | “ “ “                      | 68,421               |
| MAY 2011      |   | “ “ “                      | 134,694              |
| JUNE 2011     |   | “ “ “                      | 140,435              |
| JULY 2011     |   | “ “ “                      | <u>130,306</u>       |
|               |   | <b>TOTAL</b>               | <b>\$818,141</b>     |

# JAMAICA

## ATTACHMENT 15 (a)

### DISBURSEMENTS – MONIES: JTB Miami, FL

*(6-month period ending JULY 2011)*

| <u>DATE</u>   | <u>PURPOSE</u>             | <u>AMOUNT (US\$)</u> |
|---------------|----------------------------|----------------------|
| FEBRUARY 2011 | General Operating Expenses | 120,320              |
| MARCH 2011    | “ “ “                      | 188,438              |
| APRIL 2011    | “ “ “                      | 101,735              |
| MAY 2011      | “ “ “                      | 129,376              |
| JUNE          | “ “ “                      | 148,647              |
| JULY 2011     | “ “ “                      | <u>127,248</u>       |
|               |                            | <b>\$815,764</b>     |

## JAMAICA TOURIST BOARD - USA

## CALENDAR OF ACTIVITIES

FEBRUARY 1 - JULY 31, 2011

ITEM #11

| ACTIVITY   | LOCATION           | DATE           | REGION    | RATIONALE  | RESPONSIBILITY  | TARGET QTY             | TYPE |
|--|--------------------|----------------|-----------|--|-----------------|------------------------|------|
| Louise Bennett-Coverly Reading Festival                    | Ft. Lauderdale, FL | 2/1/2011 0:00  | South     | Participation in a special program honoring the late Dr. The Hon. Louise Bennett-Coverly under the distinguished patronage of the Consul General of Jamaica, Mrs. Sandra Grant-Griffith. Event will be held at the Broward County Regional Library.  | Wright          | 300 Consumers          |      |
| Wedding in a Week - Live TV Interview                      | Baltimore, MD      | 2/2/2011 0:00  | Northeast | Victoria Rogers, BDM for the Mid-Atlantic interviewed live on Fox 45 News. This segment of the show has an estimated audience of 21,242. WBFF, channel 45, is a Fox-affiliated television station located in Baltimore.  | ROGERS          | 21200 Listenership     |      |
| St. Paul Winter Carnival                                   | St. Paul, MN       | 2/3-5/2011     | Midwest   | JTB will share a booth with JMO, a Jamaican organization, to promote winter and summer business to Jamaica. This is an annual event and is the only one of its kind in N.A. with a following of a very diverse demographic.  | McDermoth       | 300000 Consumers       |      |
| OSSN Luncheon (Outside Sales Support Network)              | Atlanta, GA        | 2/3/2011 11:00 | South     | Opportunity to update agents who are home-based.   | Christie        | 30 Agents              |      |
| Dreams & Destinations Caribbean Night                      | Ashburn, VA        | 2/3/2011 0:00  | Northeast | Dreams & Destinations travel agency has invited Jamaica to be the featured destination at this Caribbean Night event which will host couples who are interested in booking a wedding and/or honeymoon package to Jamaica. Sandals and Beaches is the featured resort. Estimated 5 couples to be in attendance. | Rogers          | 10 Consumers           |      |
| AAA Pomona Travel Show                                     | Pomona, CA         | 2/4/2011 0:00  | West      | Opportunity to showcase the destination to the agency's clients. On-site booking will be available.  | Holland         | 1400 Consumers         |      |
| Baltimore Bridal Showcase                                  | Baltimore, MD      | 2/5-6/2011     | Northeast | Annual bridal show which provides an opportunity to promote this popular niche market.   | Rogers          | 3000 Consumers         |      |
| North Carolina Sales Call Blitz                            | NC                 | 2/8-10/2011    | South     | Sales call blitz in Charlotte, Greensboro and other smaller surrounding cities.  | Christie        | 32 Agencies            |      |
| Midwest Sales Call Blitz - Secondary cities                | Michigan           | 2/9-10/2011    | Midwest   | Hotel reps will join the JTB on a sales call blitz to update agents on the destination in the secondary cities of Michigan.  | Mesquita        | 13 Agencies            |      |
| Vero Beach Travel Professionals Trade Show                 | Vero Beach, FL     | 2/9/2011 0:00  | South     | Annual travel show presenting opportunity to promote the destination.  | P Wright        | 120 Agents             |      |
| AAA Travel Brandon Caribbean Evening                       | Brandon, FL        | 2/9/2011 0:00  | South     | Participation with Sandals and Pleasant Holidays in a Caribbean evening to showcase destination Jamaica to the residents of Brandon.   | Wright          | 35 Consumers           |      |
| Boston Globe Travel Show                                   | Boston, MA         | 2/11-13/2011   | Northeast | Annual travel show which is the no. 1 consumer show in this territory. JTB will be prominently featured in order to promote the destination.   | Woolcock        | 18000 Agents-Consumers |      |
| Seattle Golf Show  | Seattle, WA        | 2/11-13/2011   | Southwest | Annual golf show which attracts approx. 10,000 consumers each year. JTB will partner with properties that have golf facilities and collateral will be distributed.   | Holland         | 10000 Consumers        |      |
| Travel Showcase Premier                                    | Dedham, MA         | 2/16-17/2011   | Northeast | Participation in this first annual consumer show. JTB will share a booth with Travel Impressions and Superclubs and a half-hour presentation in a state-of-the art cinema located at an upscale Mall. Colpitts Travel will accept on-site bookings at this show.   | Woolcock        | 5000 Consumers         |      |
| Liberty Travel Buzz Night                                  | New Hampshire, RI  | 2/16/2011 0:00 | Northeast | JTB will partner with SuperClubs to co-sponsor a Jamaica Night to update agents on the Jamaica product.  | Woolcock        | 45 Agents              |      |
| Liberty Travel Buzz Night                                  | Brooklyn, NY       | 2/16/2011 0:00 | Northeast | JTB has been invited to sponsor a Jamaica Night and will partner with SuperClubs, Sunset Resorts, Jewel Dunn's River and Air Jamaica to promote the destination product.   | Sinclair/Dobson | 60 Agents              |      |
| Miami International Boat Show                              | Miami Beach, FL    | 2/17-21/2011   | South     | Opportunity to highlight Jamaica as a premier cruise and sport fishing destination.  | Wright          | 1500 Consumers         |      |
| Jamaica Evening with TANQ (Tvl Agts of Nassau & Queen Cty) | Queens, NY         | 2/17/2011 0:00 | Northeast | JTB will partner with SuperClubs to update the membership of TANQ on the destination product. Many of the members are home-based so this event presents a great forum to reach them and at the same time strengthen the JTB's partnership with this regional travel agent organization.                        | Sinclair        | 50 Agents              |      |
| Kansas City Golf Show                                      | Overland Park, KS  | 2/18-21/2011   | Midwest   | Annual golf show which attracts a large audience.  | Bucknor         | 5000 Consumers         |      |
| Golfweek Golfest   | Tampa, FL          | 2/19-20/2011   | South     | Annual event provides opportunity to promote this niche market.  | Wright          | 1500 Consumers         |      |
| Travel Plex/Majestic Travel Passport to the World          | St. Louis, MO      | 2/19/2011 0:00 | Midwest   | Great consumer show which attracts an eclectic mix of brides-to-be, families and adventure-seeking travellers and provides opportunity to promote the destination.   | Bucknor         | 500 Consumers          |      |
| 2011 AAA Arizona Travel Show                               | Phoenix, AZ        | 2/19-20/2011   | Southwest | JTB will take a booth at this consumer event which attracts a large audience which will have on-site booking capability.   | Rose            | 10000 Consumers        |      |
| AAA Mid-Atlantic Caribbean Event                           | Alexandria, VA     | 2/19/2011 0:00 | Northeast | Consumer event presenting opportunity to showcase the destination.   | Rogers          | 70 Agents-Consumers    |      |

## JAMAICA TOURIST BOARD - USA

## CALENDAR OF ACTIVITIES

FEBRUARY 1 - JULY 31, 2011

| ACTIVITY  | LOCATION                | DATE           | REGION    | RATIONALE   | RESPONSIBILITY     | TARGET QTY             | TYPE |
|---|-------------------------|----------------|-----------|---|--------------------|------------------------|------|
| "Your Valentine Love Affair"                                  | Miami, FL               | 2/19-20/2011   | South     | Consumer event provides opportunity to network with the Diaspora and various consumer groups.   | JTB team           | 600 Consumers          |      |
| North Florida Travel Expo                                     | Tallahassee, FL         | 2/19/2011 0:00 | South     | Opportunity to promote the destination to consumers in this north Florida area.   | Wright             | 2000 Consumers         |      |
| JMO - Jamaica Minnesota Organ. - Black History Celebration Wk | Minneapolis, MN         | 2/20-27/2011   | Midwest   | JTB will join JMO and Insight Media in celebrating Black History month with a staging of trade symposia, community meetings and a range of diaspora events.   | McDermoth          | 500 Consumers          |      |
| Georgia Bridal Show   | Charleston, SC          | 2/20/2011 0:00 | South     | Opportunity to promote this niche market to hundreds of brides seeking information on destinations.   | Christie           | 200 Consumers          |      |
| Riverton Bridal Show  | Hudson, WI              | 2/20/2011 0:00 | Midwest   | Great opportunity to promote the wedding/honeymoon market to this group of brides-to-be interested in a destination wedding.  | McDermoth          | 1200 Consumers         |      |
| Sales Call Blitz  | AL                      | 2/22-24/2011   | South     | Sales call blitz in the cities of - Huntsville, Birmingham and Montgomery.  | Wright             | 30 Agencies            |      |
| Sales Call Blitz  | AL                      | 2/22-24/2011   | South     | Sales call blitz in the cities of - Huntsville, Birmingham and Montgomery.  | Wright             | 24 Agencies            |      |
| 12th Annual UCLA Travel Fair                                  | Los Angeles, CA         | 2/23/2011 0:00 | West      | Opportunity to promote the destination at this Fair which is opened to students, faculty and staff of UCLA.   | Holland            | 1000 Consumers         |      |
| Destination Training - Tzell Travel                           | New York, NY            | 2/24/2011 0:00 | Northeast | Train and update agents on the destination with the focus on resorts that cater to a high-end clientele.  | Sinclair           | 75 Agents              |      |
| The New York Times Travel Show                                | New York, NY            | 2/25-27/2011   | Northeast | This annual event attracts a large number of attendees (approx 18,000) and with a booking engine on-site, consumers will be able to complete travel arrangements. The JTB will showcase destination Jamaica with the support of our tourism partners. | Sinclair/Dobson/Se | 18500 Agents-Consumers |      |
| 19th Annual Travel Extravaganza                               | Fort Bragg, NC          | 2/25/2011 0:00 | South     | Opportunity to promote the destination to this military community of over 170,000 residents.  | Christie           | 4000 Consumers         |      |
| Georgia Bridal Show   | Savannah, GA            | 2/27/2011 0:00 | South     | Opportunity to promote this niche market to hundreds of brides seeking information on destinations.   | Christie           | 300 Consumers          |      |
| Midwest Sales Call Blitz - Secondary city                     | Illinois                | 2/28-3/4/2011  | Midwest   | Hotel reps will join the JTB on a sales call blitz to update agents on the destination in the secondary cities of Illinois and Indiana.   | Bucknor            | 6 Agencies             |      |
| AAA Travel Show   | Columbus, GA            | 3/1/2011 0:00  | South     | This is a consumer show hosted by AAA Travel and will provide a great opportunity to promote the destination product.   | Christie           | 300 Consumers          |      |
| OSSN Home Based Travel Agent Forum                            | Las Vegas, NV           | 3/3-4/2011     | West      | Sponsored primarily by the Outside Sales Support Network (OSSN), this event provides an opportunity to meet one on one with home based agents.  | Rose               | 1500 Agents            |      |
| Golfweek Golfest  | The Villages, FL        | 3/4-5/2011     | South     | Opportunity to promote this niche market.   | Wright             | 1500 Consumers         |      |
| AAA Southern New England Travel Marketplace                   | Boston, MA              | 3/4-6/2011     | Northeast | JTB will share a booth with Travel Impressions at this annual show where on-site booking will be available. The nonstop service on JetBlue from Boston will be promoted.  | Woolcock           | 17000 Consumers        |      |
| Twin Cities Food & Wine Experience                            | Minneapolis, MN         | 3/5-6/2011     | Midwest   | Annual event with opportunity to showcase Jamaica's rich cuisine to an adult clientele that is trendy and passionate about new food experiences. JTB will partner with JMO, a non-profit Jamaican organization.                                       | McDermoth          | 30000 Consumers        |      |
| KLUV World Tour Trade Show                                    | Dallas, TX              | 3/6/2011 0:00  | West      | This event is hosted by Sharon Carr Travel in partnership with CBS Radio in Dallas. On-site booking will be available and will therefore provide an excellent opportunity to promote the destination.   | Rose               | 1500 Consumers         |      |
| Jamaica Webinar   | South Dakota & Nebraska | 3/7/2011 0:00  | Midwest   | This 'seminar' will be conducted via the web (webinar) to agents in South Dakota. These agents would not normally be reached during sales calls.  | McDermoth          | Agents                 |      |
| Funjet Vacations 2011 Summer Product Launch                   | Dallas, TX              | 3/7/2011 0:00  | Southwest | JTB will showcase the destination while supporting our tour operator partner.   | Rose               | 350 Agents             |      |
| Midwest Sales Call Blitz - Secondary cities                   | Nebraska                | 3/8-11/2011    | Midwest   | Hotel reps will join the JTB on a sales call blitz to update agents on the destination in the secondary city of Nebraska - Omaha, Lincoln, etc.   | McDermoth          | 24 Agencies            |      |
| Funjet Vacations 2011 Summer Product Launch                   | Houston, TX             | 3/8/2011 0:00  | Southwest | JTB will showcase the destination while supporting our tour operator partner.   | Rose               | 350 Agents             |      |
| Massive Travels Caribbean Night                               | Brooklyn, NY            | 3/8/2011 0:00  | Northeast | Opportunity to partner with this very proactive agency seeking to engage clients at a strategic time (tax refund season). Ideal time to garner some business for the spring break period.   | Dobson             | 300 Consumers          |      |
| Funjet Vacations 2011 Summer Product Launch                   | San Antonio, TX         | 3/9/2011 18:00 | Southwest | JTB will showcase the destination while supporting our tour operator partner.   | Rose               | 130 Agents             |      |

**JAMAICA TOURIST BOARD - USA**  
**CALENDAR OF ACTIVITIES**  
**FEBRUARY 1 - JULY 31, 2011**

| ACTIVITY   | LOCATION                 | DATE           | REGION    | RATIONALE  | RESPONSIBILITY   | TARGET QTY | TYPE             |
|--|--------------------------|----------------|-----------|--|------------------|------------|------------------|
| Passport to Travel Show  | Joint Base Lewis-McChor  | 3/9/2011 0:00  | West      | JTB will promote the destination to a diverse set of persons on the military base e.g. young families, active duty singles, retirees, reservists etc.  | Holland          | 18000      | Consumers        |
| Destination Training - AAA Travel                              | Chicago, IL              | 3/10/2011 0:00 | Midwest   | Train and update agents on the destination product.  | Bucknor          | 10         | Agents           |
| Destination Training - American Express Platinum/Centurion Ctr | Atlanta, GA              | 3/10/2011 0:00 | South     | Train and update reservation agents at the call center for American Express (Travel Dept)  | Christie         | 120        | Agents           |
| Funjet Vacations 2011 Summer Product Launch                    | Austin, TX               | 3/10/2011 0:00 | Southwest | JTB will showcase the destination while supporting our tour operator partner.  | Rose             | 80         | Agents           |
| Liberty Travel Jamaica Update-POSTPONED                        | New York, NY             | 3/11/2011 0:00 | Northeast | The Liberty travel managers from various locations will be updated on the Jamaica product.   | Sinclair         | 12         | Trade            |
| Fine Art Concert   | Miami, FL (WDNA Jazz Gz  | 3/12/2011 0:00 | National  | JTB will sponsor this concert which will feature Jamaican visual artist and vocalist, A.J. Brown with live music concert of reggae/jazz guitarist, Eugene Grey. Jamaica will be mentioned on 150 radio announcements with exposure on the WDNA 88.9 FM website as well as signage and Jamaica logo in all external marketing i.e. newspaper, radio, flyers, etc. An upscale consumer and radio audience is expected. | Willis           | 100        | Consumers        |
| AAA Northern New England Travel Show                           | Manchester, NH           | 3/13/2011 0:00 | Northeast | JTB will share a booth with Travel Impressions at this first annual consumer show which will feature direct booking capability through AAA agents present.   | Woolcock         | 1500       | Consumers        |
| Diasport Media Group (Radio/Newspaper)                         | Kingston & Montego Bay   | 3/14-19/2011   | National  | Live radio broadcasts from Jamaica resorts and attractions. The goal is to encourage Jamaica residents as well as the wider public listening to Caribbean radio and reading Caribbean publications, to travel to Jamaica. Some journalists affiliated with publications and who have been invited, will write follow-up articles on Jamaica on their return to the U.S.  | Willis           | 10         | Consumers        |
| Cruise Shipping Miami  | Miami Beach, FL          | 3/14-17/2011   | South     | JTB will partner with Ports Authority of Jamaica in presenting Destination Jamaica as the premier cruise destination in the Caribbean. Audience will be a combination of trade and consumers.  | Hall/Wright      | 10000      | Agents-Consumers |
| Jamaica Webinar  | Duluth & Eau Claire, MN  | 3/14/2011 0:00 | Midwest   | Seminar will be conducted via the web to agents in the secondary cities of Minnesota.  | McDermoth        |            | Agents           |
| Funjet Vacations 2011 Summer Product Launch                    | Oklahoma City, OK        | 3/14/2011 0:00 | Southwest | JTB will showcase the destination while supporting our tour operator partner.  | Rose             | 125        | Agents           |
| Midwest Sales Call Blitz - Secondary cities                    | Wisconsin, Minnesota &   | 3/15-18/2011   | Midwest   | Hotel reps will join the JTB on a sales call blitz to update agents on the destination in the secondary cities of Minnesota, Indiana and Wisconsin - a total of 13 cities.   | McDermoth/Mesqui | 58         | Agencies         |
| Destination Training - GoGo Worldwide Vacations Res Centre     | Manhattan, NY            | 3/15/2011 0:00 | Northeast | Train and update reservation agents on the destination product.  | Sinclair         | 7          | Agents           |
| Funjet Vacations 2011 Summer Product Launch                    | Sherman, TX              | 3/15/2011 0:00 | Southwest | JTB will showcase the destination while supporting our tour operator partner.  | Rose             | 60         | Agents           |
| Funjet Vacations 2011 Summer Product Launch                    | Tyler, TX                | 3/16/2011 0:00 | Southwest | JTB will showcase the destination while supporting our tour operator partner.  | Rose             | 60         | Agents           |
| Los Angeles Times Travel & Adventure Show                      | Los Angeles, CA          | 3/19-20/2011   | Southwest | This annual show is the most heavily attended one of its kind in Southern California. Supported by both consumers and travel agents, it features informative panel discussions covering important travel issues and offers advice to consumers.  | Holland/Rose     | 21000      | Agents-Consumers |
| Midwest Sales Call Blitz - Secondary cities                    | S. Dakota, Iowa, Nebrask | 3/22-25/2011   | Midwest   | Hotel reps will join the JTB on a sales call blitz to update agents on the destination in the secondary cities of Cincinnati, OH and Covington, KY   | Mesquita/Bucknor | 24         | Agencies         |
| Midwest Sales Call Blitz                                       | St. Louis, MN            | 3/22-25/2011   | Midwest   | JTB continues the sales call blitz with the support of our hotel partners to update agents in the St. Louis and metropolitan area.   | Bucknor          | 32         | Agencies         |
| Destination Training - GoGo Worldwide Vacations                | Orlando, FL              | 3/22/2011 0:00 | South     | Train and update reservation agents on the destination product.  | Wright           | 6          | Agents           |
| South Carolina Sales Calls Blitz                               | SC                       | 3/22-25/2011   | South     | Sales call blitz in the cities of - Greenville, Columbia, Charleston and the surrounding cities.   | Christie         | 28         | Agencies         |
| AAA TRAVEL SHOWCASE  | Springfield, MA          | 3/23/2011 0:00 | Northeast | Annual travel show which features on-line booking capability to consumers attending the show.  | Woolcock         | 5000       | Consumers        |
| Destination Training - Funjet Vacations                        | Orlando, FL              | 3/24/2011 0:00 | South     | Train and update reservation agents on the Jamaica product.  | Wright           | 103        | Agents           |
| Destination Training - Funjet Vacations                        | Orlando, FL              | 3/24/2011 0:00 | South     | Train the update reservation agents on the destination product.  | Wright           | 130        | Agents           |
| "Jamaica Farewell" at Falcon Theatre                           | Burbank, CA              | 3/25/2011 0:00 | West      | JTB will co-sponsor the opening night reception of a 6-week run play "Jamaica Farewell". This will be a golden opportunity to bring Jamaica to the forefront of the minds of this target audience with great disposable income.  | Holland          | 250        | Consumers        |
| Midwest Sales Call Blitz - Secondary cities                    | Iowa                     | 3/29-4/1/2011  | Midwest   | Hotel reps will join the JTB on a sales call blitz to update agents on the destination in the secondary cities of Iowa City and Des Moines.  | McDermoth        | 16         | Agencies         |
| Sun N Fun Aviation Trade Show                                  | Lakeland, FL             | 3/29-4/3/2011  | South     | Opportunity to participate in Caribbean Flying Adventures Trade Show and showcase the new Ian Flemming Intl Airport. This event is the second largest aviation event in the world.   | Wright/Shakes    | 170000     | Consumers        |

**JAMAICA TOURIST BOARD - USA**  
**CALENDAR OF ACTIVITIES**  
**FEBRUARY 1 - JULY 31, 2011**

| ACTIVITY  | LOCATION                  | DATE           | REGION    | RATIONALE  | RESPONSIBILITY | TARGET QTY | TYPE             |
|---|---------------------------|----------------|-----------|--|----------------|------------|------------------|
| Maine's Travel & Adventure Expo                             | Bangor, ME                | 4/1-3/2011     | Northeast | This is the first event of this kind being held in Bangor but promises to be a good annual consumer event. SuperClubs will be one of the suppliers along with JTB.   | Woolcock       | 5000       | Consumers        |
| JTB/Golden Krust Bakery - "Jamaica Spring Escape" Promotion | New York, NY              | 4/1-30/2011    | Northeast | Customers of this bakery will be invited to sign up for a vacation stay giveaway at Sunset Resorts (6 days/5 nts) for two. This promotion will focus on all Golden Krust locations in the tri-state NY area which sees at least 600,000 customers per month. This chain averages a million customers a month throughout all their 120 locations in 9 states. | Dobson         | 600000     | Consumers        |
| Majors Travel Consumer Expo 2011                            | Staten Island, NY         | 4/3/2011 0:00  | Northeast | Excellent opportunity market Destination Jamaica and promote spring/summer travel directly to this agency's clientele. Over 700 attendees are expected as the event grows each year. The organizers are targeting singles, couples and families which is also Jamaica's target market.   | Dobson         | 700        | Consumers        |
| GoGo Worldwide Vacations Showcase                           | Boston, MA                | 4/4/2011 0:00  | Northeast | Annual trade show series which provides opportunity to share information on the destination to GoGo's top producing agents.  | Woolcock       | 250        | Agents           |
| Travel Impressions 2011 Trade Show Series                   | Charlotte, NC             | 4/4/2011 0:00  | South     | Annual tour operator trade show series which is supported by JTB and the opportunity seized to update travel agents on the destination.  | Christie       | 135        | Agents           |
| JTB West/Southwest Spring Seminar                           | Denver, CO                | 4/4/2011 0:00  | West      | Spring seminar to update travel agents on the destination product.   | Holland        | 80         | Agents           |
| Jamaica Webinar   | West Pennsylvania & Ohi   | 4/5/2011 0:00  | Midwest   | This 'seminar' will be conducted via the web (webinar) to agents in these cities. These agents would not normally be reached during sales calls.   | Mesquita       | 85         | Agents           |
| ASTA Mid America Annual Travelfest Shows                    | Cleveland, OH & Pittsburi | 4/5-6/2011     | Midwest   | This show is the first of its kind sponsored by ASTA and they are expecting over 800 agents to participate from Cleveland, Pittsburgh and the surrounding areas.   | Mesquita       | 850        | Agents           |
| Travel Impressions 2011 Trade Show Series                   | Atlanta, GA               | 4/5/2011 0:00  | South     | Annual tour operator trade show series which is supported by JTB and the opportunity seized to update travel agents on the destination.  | Christie       | 135        | Agents           |
| JTB West/Southwest Spring Seminar/Presentation              | Phoenix, AZ               | 4/5/2011 0:00  | Southwest | Spring seminar to update agents on the destination product.  | Holland        | 80         | Agents           |
| Destination Training - Apple Vacations                      | Newtown Square, PA        | 4/6/2011 0:00  | Northeast | Train and update reservation agents on the destination product.  | Senior         | 70         | Agents           |
| Destination Training - GoGo Worldwide Vacations             | Richmond & Virginia Bea   | 4/6/2011 0:00  | Northeast | Train and update reservation agents on the destination product   | Rogers         | 10         | Agents           |
| Pittsburgh Travelfest                                       | Pittsburgh, PA            | 4/6/2011 0:00  | Midwest   | This event is being sponsored by ASTA for the first time to reach agents in Western Pittsburgh and JTB will host a booth to promote the destination.   | Mesquita       | 200        | Agents           |
| Travel Impressions 2011 Trade Show Series                   | Ft. Lauderdale, FL        | 4/6/2011 0:00  | South     | Annual tour operator trade show series which is supported by JTB and the opportunity seized to update travel agents on the destination.  | Wright         | 135        | Agents           |
| JTB West/Southwest Spring Seminar/Presentation              | Inland Empire, CA         | 4/6/2011 0:00  | West      | Spring seminar to update agents on the destination product.  | Holland        | 80         | Agents           |
| Jamaica Night - Transfiguration Episcopal Church            | Silver Spring, MD         | 4/6/2011 0:00  | Northeast | Opportunity to address members of this church, some of whom are already booked for a group trip to Jamaica.  | Rogers         | 100        | Consumers        |
| Destination Training - Travel Impressions                   | Bethlehem, PA             | 4/7/2011 0:00  | Northeast | Train and update reservation agents on the destination product.  | Senior         | 100        | Agents           |
| Destination Training - Greenbelt Travel                     | Greenbelt, MD             | 4/7/2011 0:00  | Northeast | Train and update agents on the Jamaica product.  | Rogers         | 12         | Agents           |
| Destination Training - Liberty Travel                       | New York, NY              | 4/7/2011 0:00  | Northeast | Train and update new reservation agents on the destination product.  | Sinclair       | 20         | Agents           |
| Travel Impressions 2011 Trade Show Series                   | New Orleans, LA           | 4/7/2011 0:00  | South     | Annual tour operator trade show series which is supported by JTB and the opportunity seized to update travel agents on the destination.  | Wright         | 135        | Agents           |
| Destination Training - Travel Impressions                   | Farmingdale, NY           | 4/12/2011 0:00 | Northeast | Train and update reservation agents on the destination product.  | Sinclair       | 30         | Agents           |
| GoGo Tours Top Travel Agent Trade Show                      | New York City, NY         | 4/13/2011 0:00 | Northeast | Opportunity to promote the destination product to GoGo's top accounts.   | Sinclair       | 250        | Agents           |
| TASC Monthly Meeting - Jamaica Evening Presentation         | Holbrook, NY              | 4/13/2011 0:00 | Northeast | Opportunity for JTB to update the Travel Agents of Suffolk County (TASC) membership - one of the oldest Long Island travel agent associations. Many of the agents are home-based so this will be a great forum to reach these agents and thereby strengthen the JTB's partnership with TASC.   | Sinclair       | 40         | Agents           |
| Cruise3Sixty  | Ft. Lauderdale, FL        | 4/14-18/2011   | South     | This is an annual cruise show which attracts a large audience with a mix of trade and consumers. Large consumer show leading up to the famous annual Boston Marathon event. This expo is also used to promote Jamaica's Reggae Marathon scheduled for December in Negril.  | Hall/Wright    | 30000      | Agents-Consumers |
| John Hancock Sports & Fitness Expo                          | Boston, MA                | 4/15-17/2011   | Northeast |  | Woolcock       | 80000      | Consumers        |

**JAMAICA TOURIST BOARD - USA**

**CALENDAR OF ACTIVITIES**

**FEBRUARY 1 - JULY 31, 2011**

| ACTIVITY  | LOCATION               | DATE           | REGION    | RATIONALE   | RESPONSIBILITY | TARGET QTY | TYPE      |
|---|------------------------|----------------|-----------|---|----------------|------------|-----------|
| GoGo Worldwide Vacations Showcase                           | Richmond, VA           | 4/18/2011 0:00 | Northeast | Annual trade show series which provides opportunity to share information on the destination to GoGo's top producing agents.   | Rogers         | 250        | Agents    |
| JTB West/Southwest Spring Seminar/Presentation              | Dallas, TX             | 4/18/2011 0:00 | Southwest | Spring seminar to update agents on the destination product.   | Rose           | 100        | Agents    |
| Rochester Travel Professionals Annual Trade Show            | Rochester, NY          | 4/18/2011 0:00 | Northeast | A large percentage of home based agents attend this show which presents a great opportunity to reach this group under one roof.   | Dobson         | 60         | Agents    |
| Rochester Travel Professionals Annual Trade Show            | Rochester, NY          | 4/18/2011 0:00 | Northeast | A large percentage of home-based agents attend this show which presents a great opportunity to reach this group under one roof.   | Dobson         | 60         | Agents    |
| JTB West/Southwest Spring Seminar/Presentation              | Ft. Worth, TX          | 4/19/2011 0:00 | Southwest | Spring seminar to update agents on the destination product.   | Rose           | 115        | Agents    |
| Destination Training - Best Travel                          | Elk Grove Village, IL  | 4/20/2011 0:00 | Midwest   | Train and update agents on the destination product.   | Bucknor        | 12         | Agents    |
| JTB West/Southwest Spring Seminar/Presentation              | Houston, TX            | 4/20/2011 0:00 | Southwest | Spring seminar to update agents on the destination product.   | Rose           | 120        | Agents    |
| Destination Training - Apple Vacations                      | Elk Grove, IL          | 4/21/2011 0:00 | Midwest   | Bi-annual training of the reservation agents at this tour operator's reservation center.  | Bucknor        | 30         | Agents    |
| SE Sales Call Blitz   | Orlando, FL            | 4/25-28/2011   | South     | Sales call blitz of the Orlando city and its surrounding areas, followed by a seminar on April 28.  | Wright         | 28         | Agencies  |
| JTB West/Southwest Spring Seminar/Presentation              | San Diego, CA          | 4/25/2011 0:00 | West      | Spring seminar to update agents on the destination product.   | Holland        | 100        | Agents    |
| GoGo Tours Top Travel Agent Trade Show                      | Syracuse/Rochester, NY | 4/26/2011 0:00 | Northeast | Opportunity to promote the destination product to GoGo's top accounts.  | Dobson         | 250        | Agents    |
| JTB West/Southwest Spring Seminar/Presentation              | Irvine, CA             | 4/26/2011 0:00 | West      | Spring seminar to update agents on the destination product.   | Holland        | 100        | Agents    |
| IRF/16th Annual Incentive Invitational Golf Tournament      | Las Vegas, NV          | 4/27-5/1/2011  | Groups    | Annual premier event targeting major incentive travel buyers.   | Bullock/Dawson | 1000       | Buyer     |
| Faith-Based Destination Update                              | Montego Bay, Jamaica   | 4/28-5/2/2011  | Groups    | Qualified planners will be invited to register and participate in this destination update on-island.  | Bullock        | 25         | Planners  |
| JTB/Apple Vacations Fam Trip                                | MBJ/NEG                | 4/28-5/1/2011  | Midwest   | Apple's top agents in Wisconsin will be targeted to participate in this fam. The focus will be on new and updated hotel product and attractions in Montego Bay and Negril.  | McDermoth      | 12         | Agents    |
| JTB SE Trade Show/Presentation                              | Orlando, FL            | 4/28/2011 0:00 | South     | Dinner presentation to update agents on the destination product.  | Wright         | 80         | Agents    |
| Travel Haus Consumer Trade Show                             | Souderton, PA          | 4/29/2011 0:00 | Northeast | Travel Haus, one of Jamaica's top producing travel agents in Souderton, will be celebrating their 25th Anniversary, and will invite their clientele to a fun-filled evening. We will use this opportunity to promote the destination. | Senior         | 100        | Consumers |
| iFest (Houston Int'l Festival) Apr 30-May 1 & May 7-8       | Houston, TX            | 4/30-5/1/2011  | Southwest | This event takes place over two consecutive weekends starting the end of April (Apr 30-May 1 & May 7-8) and presents a tremendous opportunity to showcase Jamaica's culture i.e. cuisine, music, arts and crafts.                     | Rose/Holland   | 225000     | Consumers |
| OSSN Trade Show (Outside Sales Support Network)             | Las Vegas, NV          | 5/2-4/2011     | West      | JTB will partner with Travel Impressions and be one of four suppliers sharing a booth at this show.   | Rose           | 1500       | Agents    |
| Collaborate Marketplace                                     | Houston, TX            | 5/3-6/2011     | Groups    | National convention and meetings event where suppliers get the value of pre-set appointments with pre-qualified planners, plus the opportunity meet all planners during a trade show. Target market - corporate meeting planners.     | Clarke         | 500        | Planners  |
| Destination Training - Orbitz                               | Campbellsville, KY     | 5/4/2011 0:00  | Midwest   | Train and update the reservation agents at this online booking company.   | Mesquita       | 75         | Agents    |
| Midwest Sales Call Blitz                                    | Minneapolis, MN        | 5/4-6/2011     | Midwest   | Joint sales call blitz with Sunset Resorts in the Minneapolis Metro area.   | McDermoth      | 15         | Agencies  |
| Jamaica Minnesota Organization (JMO) Festival of Nations    | St. Paul, MN           | 5/4-7/2011     | Midwest   | Support for this annual event with opportunity to network with the diaspora and other attendees.  | McDermoth      | 20000      | Consumers |
| LITAA (Long Island Travel Agents Assoc) Trade Show & Dinner | East Northport, NY     | 5/4/2011 0:00  | Northeast | Annual travel show hosted by LITAA.   | Sinclair       | 300        | Agents    |
| Midwest Travel Association Trade Show                       | Bloomington, MN        | 5/4-5/2011     | Midwest   | Opportunity to promote the destination.   | McDermoth      | 100        | Agents    |
| Midwest Sales Call Blitz                                    | Louisville, KY         | 5/5/2011 0:00  | Midwest   | Blitz of agencies in Louisville to update the trade on the destination.   | Mesquita       | 6          | Agencies  |
| Midwest Sales Call Blitz                                    | North Dakota           | 5/9-13/2011    | Midwest   | Sales call blitz series in the city of North Dakota.  | McDermoth      | 25         | Agencies  |
| Jamaica Webinar - CANX                                      | North Dakota           | 5/9/2011 0:00  | Midwest   | This 'seminar' will be conducted via the web (webinar) to agents in this state. These agents would not normally be reached during sales calls.  | McDermoth      |            | Agents    |
| Destination Training - MLT Reservation Center               | Minot, ND              | 5/10/2011 0:00 | Midwest   | Train and update the reservation agents at this tour operator's reservation center.   | McDermoth      | 210        | Agents    |
| Destination Training - Centruy Travel                       | Atlanta, GA            | 5/11/2011 0:00 | South     | Train and update reservation agents on the Jamaica product.   | Christie       | 12         | Agents    |



**JAMAICA TOURIST BOARD - USA**

**CALENDAR OF ACTIVITIES**

**FEBRUARY 1 - JULY 31, 2011**

| ACTIVITY  | LOCATION           | DATE           | REGION    | RATIONALE   | RESPONSIBILITY | TARGET QTY             | TYPE |
|---|--------------------|----------------|-----------|---|----------------|------------------------|------|
| CTO-Caribbean Goes West/Road Shows & Travel Agent Seminars      | San Jose, CA       | 5/11/2011 0:00 | West      | California. Support CTO in their effort to update travel agents on travelling to the Caribbean. This will be an opportunity to meet and interact one-on-one with agents in the San Jose/Silicon Valley area of  | Holland        | 75 Agents              |      |
| North Shore Medical Ctr Multi-Cultural Fair                     | Miami, FL          | 5/12/2011 0:00 | South     | This event will be open to the employees, medical staff and the surrounding community. On-site booking will be available by Island Expert Travel.   | Wright         | 300 Consumers          |      |
| Destination Training - Sterling Brownell Travel                 | Atlanta, GA        | 5/13/2011 0:00 | South     | Train and update agents on the destination product.   | Christie       | 7 Agents               |      |
| Macy's Travel Cruise & Vacation Expo                            | Minneapolis, MN    | 5/15/2011 0:00 | Midwest   | Annual travel and cruise show hosted by Macy's Travel.  | McDermoth      | 1200 Consumers         |      |
| Travel Impressions 2011 Trade Show Series                       | Lombard, IL        | 5/16/2011 0:00 | Midwest   | Tour operator annual trade show series which is supported by JTB and the opportunity to update travel agents on the destination.  | Bucknor        | 150 Agents             |      |
| Travel Impressions 2011 Trade Show Series                       | Independence, OH   | 5/17/2011 0:00 | Midwest   | Tour operator annual trade show series which is supported by JTB and the opportunity to update travel agents on the destination.  | Mesquita       | 78 Agents              |      |
| MLT Vacations Presents - United Vacations Trade Show            | Denver, CO         | 5/17/2011 0:00 | West      | Support for our tour operator, MLT/United Vacations, in their marketing efforts and to update travel agents on the Jamaica product.   | Holland        | 150 Agents             |      |
| IAGTO North America   | Monterey, CA       | 5/18-21/2011   | Groups    | Int'l event targeted to golf tour operators who plan golf travel to the US and Caribbean.   | Bullock/Dawson | 250 Trade              |      |
| Travel Impressions 2011 Trade Show Series                       | Kansas City, MO    | 5/18/2011 0:00 | Midwest   | Tour operator annual trade show series which is supported by JTB and the opportunity to update travel agents on the destination.  | Bucknor        | 120 Agents             |      |
| Jamaica Night - AAA Steelcraft                                  | Charlotte, NC      | 5/18/2011 0:00 | South     | JTB will sponsor a Jamaica Night for the top selling agents at this travel agency.  | Christie       | 10 Agents              |      |
| Destination Training - JetBlue Reservation Center               | Salt Lake City, UT | 5/19/2011 0:00 | West      | Train and update reservation agents on the Jamaica product.   | Holland        | 70 Agents              |      |
| 2011 Destination Weddings Expo                                  | Queens, NY         | 5/19/2011 0:00 | Northeast | Opportunity to showcase Jamaica as the ideal location for destination weddings in this market of "destination wedding seekers" looking specifically to book the Caribbean for their wedding and/or honeymoon.   | Sinclair       | 200 Consumers          |      |
| Travel Impressions Trade Show                                   | Houston, TX        | 5/19/2011 0:00 | Southwest | Annual tour operator show which will be used to update their top agents.  | Rose           | 150 Agents             |      |
| Destination Training - AAA Travel                               | Minneapolis, MN    | 5/20/2011 0:00 | Midwest   | Train and update reservation agents on the Jamaica product.   | McDermoth      | 30 Agents              |      |
| Jamaica Webinar - OSSN  | Indiana & Kentucky | 5/20/2011 0:00 | Midwest   | A webinar hosted by OSSN (Outside Sales Support Network) that will allow us to reach agents that are home based.  | Mesquita       | 60 Agents              |      |
| The Jamaican Business Expo                                      | Dania Beach, FL    | 5/20-21/2011   | South     | The Jamaica/USA Chamber of Commerce membership drive and business expo offering an opportunity to network with the Jamaica Diaspora and the business community. Expected attendance will be approx. 400 business professionals and 20 exhibitors.                             | Willis/Wright  | 420 Consumers          |      |
| Hartford Funfest  | Hartford, CT       | 5/21/2011 0:00 | Northeast | One of two consumer events owned and sponsored by CT1 Media which owns the Hartford Courant and Fox CT TV. This is the first time that CT1 Media will be hosting events of this scale and hopes they will become annual ones, which would be good for the Connecticut market. | Woolcock       | 6000 Consumers         |      |
| Reggae Jazz Fusion  | Ft. Lauderdale, FL | 5/22/2011 0:00 | South     | JTB will show support for this event which will be under the patronage of the Consul General of Jamaica, Sandra Grant-Griffiths. An excellent opportunity to reach the diaspora market.   | Wright         | 2600 Consumers         |      |
| Jamaican & American Assoc of Buffalo - 7th Annual Golf Tourname | Buffalo, NY        | 5/23/2011 0:00 | Northeast | Opportunity to promote this niche market.   | Dobson         | 220 Consumers          |      |
| CBS Radio Captain Morgan's Promotional Show                     | Minneapolis, MN    | 5/23/2011 0:00 | Midwest   | Pre-game event scheduled prior to the Minnesota Twins play-off.   | McDermoth      | 1000 Consumers         |      |
| JTB WEst/Southwest Spring Seminar/Presentation                  | Oklahoma City, OK  | 5/24/2011 0:00 | Southwest | Spring seminar to update agents on the destination product.   | Rose           | 100 Agents             |      |
| JTB West/Southwest Spring Seminar/Presentation                  | Tulsa, OK          | 5/25/2011 0:00 | Southwest | Spring seminar to update agents on the destination product.   | Rose           | 100 Agents             |      |
| One World Travel Mart   | San Francisco, CA  | 5/26-29/2011   | West      | This event will provide an exclusive opportunity for JTB to promote the destination to one of the world's top outbound markets and one of the richest consumer groups in the world.   | Holland/Rose   | 22000 Agents-Consumers |      |
| Meeting & Incentive USA Forum                                   | Palm Beach, FL     | 5/31-6/4/2011  | Groups    | Meeting and incentive forum with one-on-one meetings between top MICE suppliers and key meeting and incentive buyers over a 4-day period.   | Bullock        | 500 Buyer              |      |
| JTB/Apple Vacations Fam Trip                                    | MBJ/OCJ            | 6/2-5/2011     | Midwest   | Apple's top agents in the state of Illinois and it's surrounding areas will be targeted to participate in this fam. The focus will be on new and updated hotel product and attractions in Montego Bay and Ocho Rios.  | Bucknor        | 12 Agents              |      |

**JAMAICA TOURIST BOARD - USA**

**CALENDAR OF ACTIVITIES**

**FEBRUARY 1 - JULY 31, 2011**

| ACTIVITY  | LOCATION             | DATE           | REGION    | RATIONALE  | RESPONSIBILITY     | TARGET QTY | TYPE              |
|---|----------------------|----------------|-----------|--|--------------------|------------|-------------------|
| Greater Chamber of Commerce Reception                 | Miami, FL            | 6/2/2011 0:00  | South     | The Greater Miami Chamber of Commerce will host a Consular Corps Reception and JTB will display destination collateral to the business professionals who will attend.  | Wright             | 155        | Consumers         |
| "Evening time.....Jamaica" - Caribbean Heritage Month | Ft. Lauderdale, FL   | 6/3/2011 0:00  | South     | JTB will attend and support this event which is being sponsored by the Venetian Arts Society. Jamaica's culture will be showcased featuring coffee tasting, music and art.   | Wright             | 40         | Consumers         |
| Louise Bennet-Coverly Reading Festival                | Ft. Lauderdale, FL   | 6/5/2011 0:00  | South     | Participation in a special program honoring the late Dr. The Hon. Louise Bennett-Coverly under the distinguished patronage of the Consul General of Jamaica, Mrs. Sandra Grant-Griffith. Event will be held at the Broward County Regional Library. This event was also held on February 1 in FLL.   | Wright             | 225        | Consumers         |
| GoGo Worldwide Vacations Showcase                     | Raleigh, NC          | 6/6/2011 0:00  | South     | Annual trade show series which provides opportunity to share information on the destination to GoGo's top producing agents.  | Christie           | 250        | Agents            |
| Liberty Travel Buzz Night                             | New York, NY         | 6/7/2011 0:00  | Northeast | JTB will partner with Jamaica hotels to host a Jamaica Night and promote the destination product.  | Sinclair           | 70         | Agents            |
| ASTA - Midwest Chapter                                | Columbus, OH         | 6/8/2011 0:00  | Midwest   | A mini trade show consisting of three suppliers who will update travel agents on their product.  | Mesquita           | 50         | Agents            |
| GoGo Tours Top Travel Agent Trade Show                | New Orleans, LA      | 6/8/2011 0:00  | South     | Great opportunity to showcase our tourism product to GoGo's top-producing accounts.  | Wright             | 200        | Agents            |
| JAMEX (Jamaica Meetings Exchange)                     | Montego Bay, Jamaica | 6/9-13/2011    | Groups    | Annual product update targeting meeting/incentive buyers globally from all market segments.  | Bullock/Clarke/Lew | 30         | Incentive Planner |
| CTO Carnival at Sea Extravaganza                      | Chicago, IL          | 6/10/2011 0:00 | Midwest   | Cruise event on Lake Michigan to honour past Presidents of the Chicago Chapter and to interact with the top Jamaica travel and tour operator reps.   | Bucknor            | 100        | Agents            |
| Destination Training - STS Vacations                  | Glen Burnie, MD      | 6/15/2011 0:00 | Northeast | JTB will partner with Sandals/Beaches and Sunset Resorts to train and update these reservation agents on the Jamaica product.  | Rogers             | 30         | Agents            |
| GoGo Worldwide Vacations Trade Show & Reception       | Sacramento, CA       | 6/15/2011 0:00 | West      | Opportunity to interface with and update the top producing agents of this valuable tour operator partner on the Jamaica product.   | Holland            | 250        | Agents            |
| Destination Training - AAA Raleigh                    | Memphis, TN          | 6/16/2011 0:00 | South     | Train and update reservation agents on the destination product.  | Christie           | 5          | Agents            |
| Incentive Travel Exchange                             | Las Vegas, NV        | 6/20-22/2011   | Groups    | Annual ITE event in partnership with SITE, brings together pre-qualified incentive buyers and suppliers for scheduled appointments, networking functions and formal meal functions providing an opportunity to build relationships and make connections to secure future programs.   | Bullock/Clarke     | 500        | Buyer             |
| GoGo Worldwide Vacations Showcase                     | Detroit, MI          | 6/20/2011 0:00 | Midwest   | Annual trade show series which provides opportunity to share information on the destination to GoGo's top producing agents.  | Mesquita           | 250        | Agents            |
| AIBTM   | Baltimore, MD        | 6/21-23/2011   | Groups    | Exclusive appointment event with qualified buyers from U.S, Canada and Europe  | Bullock            | 3000       | Buyer             |
| Destination Training - American Express Vacations     | Atlanta, GA          | 6/21/2011 0:00 | South     | JTB will partner with Half Moon Resorts to train and update reservation agents on how to sell the destination.   | Christie           | 80         | Agents            |
| Sales Call Blitz                                      | Atlanta, GA          | 6/22-23/2011   | South     | Half Moon Resorts will join JTB on sales calls in the metro Atlanta area over a 2-day period.  | Christie           | 24         | Agencies          |
| JTB/Apple Vacations Fam Trip                          | MBJ/NEG              | 6/24-27/2011   | Midwest   | Apple's top agents in the states of Southern Illinois and Missouri will be targeted to participate in this fam. The focus will be on new and updated hotel product and attractions in Montego Bay and Negril.  | Bucknor            | 12         | Agents            |
| Race to the Taste                                     | Chicago, IL          | 6/26/2011 0:00 | Midwest   | Large annual consumer event which attracts a huge number of participants. JTB will take a booth and promote the destination.   | Bucknor            | 20000      | Consumers         |
| Tropical Tee on the Green-CANX, lack of sponsorship   | Atlanta, GA          | 6/27/2011 0:00 | South     | BMA (Benevolent Missions of Atlanta) a Charity, is put on by the Jamaica Diaspora to benefit Jamaican schools. "Putting Children First Golf Charity Event" gives JTB the opportunity to showcase Jamaica as a golf destination. JTB will sponsor hole refreshments for Georgia's elite golfers at this event.  | Christie           | 70         | Consumers         |
| Grace Summer Rhythms Promotion                        | South Florida        | 6/27-8/20/2011 | South     | This promotion is an intensified marketing campaign geared toward enhancing brand exposure and creating a Call to Action. Radio promotions on HOT 105 FM and WAVS 1770 AM will reach South Florida's Urban/Caribbean market and will feature internet, newspaper and grass roots initiatives. Prize trip to Jamaica courtesy of the JTB and Sunset Resorts will be offered to listeners. | NOT APPLICABLE     | 400000     | Listenership      |

**JAMAICA TOURIST BOARD - USA**

**CALENDAR OF ACTIVITIES**

**FEBRUARY 1 - JULY 31, 2011**

| ACTIVITY   | LOCATION           | DATE            | REGION    | RATIONALE   | RESPONSIBILITY   | TARGET QTY       | TYPE |
|--|--------------------|-----------------|-----------|---|------------------|------------------|------|
| Jamaica Minnesota Organization - Reggae on the River | Minnesota, MN      | 7/6/2011 0:00   | Midwest   | Funfilled, musical boat ride on the Mississippi River to raise funds for various charities in Jamaica. JTB will provide support and information on the destination product to potential visitors and diaspora members.  | McDermoth        | 400 Consumers    |      |
| Florida Signature Bridal Affair                      | Tampa, FL          | 7/10/2011 0:00  | South     | Opportunity to market the destination and capture this niche market.  | Wright           | 2000 Consumers   |      |
| Jamaica Cultural Alliance Annual Tea Party           | Beverly Hills, CA  | 7/10/2011 0:00  | West      | 13th Annual Tea Party that JTB will support and use the opportunity to promote the destination to the diaspora attending this event themed 'An Afternoon of fun and Laughter' featuring actor/comedian Rawle D. Lewis of Cool Runnings fame.  | Holland          | 200 Consumers    |      |
| JTB NE Trade Show/Presentation-CANX                  | Boston, MA         | 7/11/2011 0:00  | Northeast | Dinner presentation to update agents on the destination product.  | Woolcock         | 120 Agents       |      |
| Jamaica Outreach OSSN Webinar                        | Michigan           | 7/12/2011 0:00  | Midwest   | Webinar to inform and educate home based agents who cannot be reached otherwise.  | Mesquita         | 50 Agents        |      |
| JTB NE Trade Show/Presentation-CANX                  | Long Island, NY    | 7/12/2011 0:00  | Northeast | Dinner presentation to update agents on the destination product.  | Sinclair         | 120 Agents       |      |
| JTB NE Trade Show/Presentation-CANX                  | West Orange, NJ    | 7/13/2011 0:00  | Northeast | Dinner presentation to update agents on the destination product.  | Senior           | 120 Agents       |      |
| JTB NE Trade Show/Presentation-CANX                  | Philadelphia, PA   | 7/14/2011 18:00 | Northeast | Dinner presentation to update agents on the destination product.  | Senior           | 120 Agents       |      |
| Stoosh Productions Jamaica Events                    | Broward County, FL | 7/14-17/2011    | South     | Opportunity for JTB to interact with the Jamaican Diaspora on developments within the Jamaica tourism industry. JTB will co-sponsor with Stoosh Productions three (3) events in North Florida featuring musical talent from Jamaica.  | Wright           | 2500 Consumers   |      |
| JTB NE Trade Show/Presentation-CANX                  | Baltimore, MD      | 7/18/2011 0:00  | Northeast | Dinner presentation to update agents on the destination product.  | Rogers           | 120 Agents       |      |
| JTB NE Trade Show/Presentation-CANX                  | Tyson's Corner, VA | 7/19/2011 0:00  | Northeast | Dinner presentation to update agents on the destination product.  | Rogers           | 120 Agents       |      |
| JTB Southeast Trade Show/Presentation                | Tampa, FL          | 7/19/2011 0:00  | South     | Dinner presentation to update agents on the destination product.  | Wright           | 60 Agents        |      |
| JTB Midwest Seminar/Reception                        | St. Louis, MO      | 7/19/2011 0:00  | Midwest   | Dinner presentation to update agents on the destination product.  | Bucknor          | 110 Agents       |      |
| JTB Southeast Trade Show/Presentation                | Atlanta, GA        | 7/20/2011 0:00  | South     | Dinner presentation to update agents on the destination product.  | Christie         | 120 Agents       |      |
| JTB Midwest Seminar/Reception                        | Chicago, IL        | 7/20/2011 0:00  | Midwest   | Dinner presentation to update agents on the destination product.  | Bucknor          | 125 Agents       |      |
| JTB Southeast Trade Show/Presentation                | Charlotte, NC      | 7/21/2011 0:00  | South     | Dinner presentation to update agents on the destination product.  | Christie         | 60 Agents        |      |
| JTB Midwest Seminar/Reception                        | Detroit, MI        | 7/21/2011 0:00  | Midwest   | Dinner presentation to update agents on the destination product.  | Mesquita         | 100 Agents       |      |
| MPI World Education Congress (WEC)                   | Orlando, FL        | 7/23-26/2011    | Groups    | Annual networking/trade event open to the national membership of MPI.   | Bullock          | 1800 Buyer       |      |
| NAJASCO 34th Annual Convention                       | Detroit, MI        | 7/24-26/2011    | Midwest   | This is an ethnic based organization where delegates and members from various chapters of in the USA participate. JTB will promote the destination.   | Mesquita         | 110 Consumers    |      |
| 2011 EAA AirVenture Oshkosh                          | Oshkosh, WI        | 7/25-31/2011    | National  | JTB will partner with reps of the Airport Authority of Jamaica to aggressively promote Jamaica's third international airport-the Ian Flemming Airport, to attract private jet owners to experience Jamaica's tourism offerings. This will present an opportunity to also reach the luxury market. Caribbean Flying Adventures will assist at the JTB booth. | McDermoth/Senior | 500000 Consumers |      |
| JTB Midwest Seminar/Reception                        | Minneapolis, MN    | 7/26/2011 0:00  | Midwest   | Dinner presentation to update agents on the destination product.  | McDermoth        | 90 Agents        |      |
| JTB Midwest Seminar/Reception                        | Milwaukee, WI      | 7/27/2011 0:00  | Midwest   | Dinner presentation to update agents on the destination product.  | McDermoth        | 90 Agents        |      |
| JTB/Liberty Travel Regional Buzz Nite                | Allentown, PA      | 7/29/2011 0:00  | Northeast | An event to update agents and managers from 13 different Liberty Travel stores in the region. This sponsorship is part of a series and signifies our show of support for Liberty/GoGo/Flight Center, Jamaica's largest supplier of travel business from the NE.   | Senior           | 73 Trade         |      |
| Dallas Bridal Show                                   | Dallas, TX         | 7/30-31/2011    | Southwest | This is an annual event and this year JTB will share a booth with Signature Travel to showcase Jamaica as the premier destination for weddings and honeymoons.  | Rose             | 3000 Consumers   |      |
| Travel Agents of Tennessee Conference & Trade Show   | Memphis, TN        | 7/30/2011 0:00  | South     | This will be the 15th annual show for this group and will present a great opportunity to network with these agents.   | Christie         | 150 Agents       |      |
| 49th Annual Independence Celebration                 | Washington, DC     | 8/4/2011 0:00   | Northeast | The Embassy of Jamaica will host consumers to an Open House event as part of Jamaica's independence celebrations.   | Rogers           | 200 Consumers    |      |